



NEWS RELEASE

COUNCIL PRESIDENT SCOTT PETERS

First District

Date: August 22, 2008

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For Immediate Release

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Council President Names New Communications Director

SAN DIEGO -- Council President Scott Peters today announced the appointment of Michelle Ganon as Communications Director. Current Communications Director Pam Hardy has accepted a position as Associate Director for Marketing and Communications at California Western School of Law, beginning September 22.

Ms. Ganon has an extensive communications background, overseeing numerous successful campaigns for national retail brands as an account executive with New York advertising firms Saatchi & Saatchi and J. Walter Thompson. The recipient of a national "Effie Award" for advertising, Ms. Ganon has worked with numerous local clients including Willis-Allen Real Estate and the San Diego Unified School District. She is also a freelance writer; her work has appeared in the *San Diego Union-Tribune*, *Parenting* and *Modern Bride* magazines, among others. Ms. Ganon is a graduate of Skidmore College with degrees in Sociology and Business. She lives in La Jolla with her husband and three children.

Pam Hardy was appointed Communications Director in January of 2006, and serves as media liaison for the City's first-ever Council President under the strong mayor/strong council form of government. Prior to her appointment, she spent nine years in journalism, most recently as senior producer of "These Days" and "The Editors Roundtable," KPBS Radio's signature public affairs programs. Ms. Hardy is a graduate of UC San Diego with degrees in Communications and Political Science. She was named one of *San Diego Metropolitan Magazine's* "40 Under 40" in 2001, and is a graduate of LEAD San Diego.

Mr. Peters thanked Ms. Hardy for her dedication and hard work. "Effective communications are fundamental to the success of our government. Pam has been incredible in communicating the vision and the role of the City Council and the office of the Council President under the reform government structure we implemented in 2006," Peters remarked. "I know she will bring that same leadership and skill to her work with California Western School of Law."

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